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Acuras en route to dealerships

Acura, the luxury division of American Honda, launches its first shipment of cars from the Port of Long Beach. The cars will be transported to Acura dealers and go on sale Thursday.

Top Japanese cars show $1,028 boost

By John K. Teahen Jr.
Senior Editor

In the past six months, Japan's Big Four have raised the prices of the cars they sell in the U.S. an average of $1,028, or 10.70 percent, an Automotive News analysis discloses.

The increases have been applied to the 1986 models of Toyota, Nissan, Honda and Mazda which began appearing in dealer showrooms last fall. There were no hikes last spring and summer while the yen-dollar exchange rate was dashing merrily upward to a level of 240 to the dollar. The rate was 176 last Thursday.

The Japanese makers attribute their hefty boosts to the strengthening of the yen against the dollar.

Each of the four Japanese leaders has increased prices three times since last fall. Here are the average price hikes for those makers:

Toyota, $1,030, or 10.71 percent.

Nissan, $1,023, or 9.58 percent.

Honda, $849, or 10.34 percent.

Mazda, $1,225, or 13.59 percent.

Honda's dollar figure is below the average because it has no big-ticket sedans like the Toyota Cressida and Nissan Maxima and no expensive sports cars like the Toyota Supra, Nissan 300-ZX and Mazda RX-7. It's an axiom in auto pricing that the more-expensive cars get the biggest increases.

The RX-7 was a factor in Mazda's big boost. It's been redesigned for 1986, and the price structure has been redesigned, too.

While the Japanese prices have been heading skyward, the domestic makers have been rather silent. Domestic cars went up an average of about $400 at introduction time last fall, and the only action since then has been a boost in Ford Motor models with V-6 and V-8 engines.

Toyota and Nissan last week completed the current round of price hikes by Japan's Big Four. Mazda and Honda acted earlier in March.

"Current round" is a key term

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Mazda's Familia Cabriolet

Japanese eye home market as yen rises

By Bob Berger
Special Correspondent

TOKYO.—Japan's auto makers, like most of the nation's manufacturers, have customarily directed most of their efforts toward development of overseas markets.

Domestic sales, though sizeable in many cases, have always been of secondary importance.

A marked change in strategy is now under way. Faced with such problems as the high-flying yen and threats of trade barriers, Japan's auto makers are introducing new models calculated to appeal to domestic buyers.

The introduction of these new cars heats up a domestic market that is already incredibly competitive.

Mazda Motor Corp. is pinning its hopes on its Familia line, and it recently added the sporty Familia Cabriolet. The company's do-

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2 Japanese makers plan major assault on U.S.

Toyota will set up U.S. plant six months early

By Bob Berger
Special Correspondent

TOKYO.—Toyota Motor Corp. announced it will begin car production at its U.S. plant in early 1988—about six months sooner than originally planned.

A Toyota spokesman indicated his company expects much sharper competition in the U.S. in the near future and believes that it is vital to start production as soon as possible at its new plant in Georgetown, Ky.

Toyota's concern over increased competition is based on such considerations as the reduced competitiveness of its export cars because of the yen's greatly increased strength, the resurgence of U.S. auto makers and the new presence of Korean cars in the U.S. market.

The groundbreaking ceremony for Toyota's plant in Kentucky is slated for May 5. The plant is scheduled to be completed in less than two years, at an estimated cost of $800 million. The plant will be situated on a 1,483-acre tract.

Toyota's current plan is to make 200,000 units of a 2-liter car each year in the initial stages of production. The company is studying the merits of also producing larger, more profitable cars in the future at its Kentucky site.

The Georgetown plant will have a high-grade welding line, exactly like the one being installed at the Tsutsumi plant in Toyota City. Robots will be used for certain applications. Much of the equipment for the Georgetown facility will be shipped from Japan.

Mitsubishi seeks to boost Diamond-Star capacity

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Mitsubishi Motors Corp. apparently will seek to increase the annual output of the Mitsubishi-Chrysler joint-venture plant in the U.S. to 240,000 units annually from the 180,000 originally planned.

Mitsubishi President Toyoo Tate said he wants additional output at the Diamond-Star Motors plant because the increased value of the Japanese yen has made U.S. production more competitive, according to Japanese press reports.

The reports said Tate will soon meet with Chrysler Corp. Chairman Lee Iacocca to discuss expanding production to 240,000 units annually.

A Chrysler spokesman said the company could not confirm whether a meeting between the two executives will take place, but he said "meetings are going on all the time between the two companies." He added, "The plant is being designed to allow for expanded production. I'm sure it could handle 240,000 units."

In January, Chrysler Motors Chairman Gerald Greenwald hinted broadly of increased production plans for the Bloomington (Ill.) facility.

He said at that time, "As both Mitsubishi and Chrysler continue to research the car we have in mind, we're getting more and more bullish about its market potential.

The plant is slated to start production in 1988. Construction begins this spring. Initial plans called for 2,500 employes.

From Henry Ford Museum and Greenfield Village collections

Henry II at the helm of grandfather's ore carrier

Henry II reminisces

Henry Ford II had a happy, carefree boyhood even though it wasn't exactly typical. After all, he was a member of one of the wealthiest and most famous families in America.

Ford talked about his early years with David L. Lewis, University of Michigan professor of business history and Ford's official biographer.

The reminiscence is part of the Henry Ford II memoir that will be published posthumously. A portion exempted from the publishing agreement is included in the Spring, 1986, issue of the university's Michigan Quarterly Review, which is devoted to Detroit: An American City.

In the memoir, Henry Ford II tells how he learned to drive an automobile with one of the world's most distinguished instructors—his grandfather, automotive pioneer Henry Ford.

"My grandfather taught me how to drive," the younger Ford recalls. "He made me drive right through the city of Detroit at 12 years of age. I was frightened to death. Of course, I didn't have a driver's license. But he said, 'Oh, it will be good for you.' So he taught me how to hold my hands on the steering wheel and how to shift gears and how to drive a car."

Henry Ford II has fond memories of his grandfather:

"I remember him as a great guy. You know, it's a different relationship that you have with a grandparent than you have with a parent. My brother Benson and I spent weekends at Fair Lane (the grandparents' Dearborn estate) to the point where it irritated our parents.

"We loved it, and we were asked (to visit) continuously . . .

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Cappy rises to president at AMC

By Richard Johnson
Detroit Reporter

Joseph E. Cappy was elevated to the top job at American Motors last week in line with the recent expansion of former President Jose Dedeurwaerder's duties at Renault.

The AMC board of directors named Cappy president and chief executive officer, replacing Dedeurwaerder. Cappy formerly was executive vice president and chief operating officer, but has essentially run day-to-day affairs since Dedeurwaerder was given a major position at Renault in early January.

Joseph E. Cappy

Dedeurwaerder will be AMC vice chairman and will continue as chairman of the Executive Committee.

AMC also announced last week that Jean-Marc Lepeu, vice chairman and chief financial officer, will be returning to Renault as Dedeurwaerder's chief of staff for automotive operations. John P. Tierney, AMC vice president of Finance Staff and controller, will succeed Lepeu as vice president and chief financial officer.

Cappy's promotion had been in the works for a considerable time,

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Industry's TV ad buys climb 15 pct. in '85

By Edward Lapham
Marketing Editor

Spending for automobile television advertising increased 15 percent in 1985 to an estimated total of $1.69 billion, according to the Television Bureau of Advertising (TVB).

The total includes spending by manufacturers, dealer ad associations and individual dealers.

The corresponding 1984 total was $1.47 billion, TVB said.

TVB analyzes data supplied by Broadcast Advertising Reports, which monitors the top 75 U.S. markets.

According to the Broadcast Advertisers Reports data, total TV ad spending by the manufacturers last year increased 8 percent to $1.04 billion from $963.6 million in 1984.

TVB said network advertising, at $737.3 million, accounted for 44 percent of total automotive ad spending compared with 47 percent, $689.3 million, in 1984.

Spot TV spending by the manufacturers was $306.7 million last year, compared with $274.4 million in 1984.

Spending by dealer ad groups, according to the data, rose 35 percent to $337.4 million in 1985 from $249.3 million the preceding year.

However, BAR acknowledged that the factory spending figure for spot TV may be overstated and the dealer ad group spending figure may be understated.

TVB said the TV ad spending by individual dealers rose 21 percent to $311 million from $257 million in 1984.

According to the BAR data, Ford Motor Co. was the top TV advertiser in 1985, posting a 14-percent increase in TV spending to $228.5 million.

General Motors TV ad spending decreased 5 percent in 1985 to $227.9 million.

In 1984, GM led the pack with $240.4 million. Ford spent $200.7 million that year, according to BAR.

TV ADVERTISING EXPENDITURES BY LEADING UNITS

(includes passenger cars and trucks)

	1985 Network	1985 Spot TV	1985 Total TV	1984 Network	1984 Spot TV	1984 Total TV	Percent Change
Ford	191,373,200	37,176,400	228,549,600	161,332,700	39,323,500	200,656,200	+ 14
General Motors	181,135,600	46,751,300	227,886,900	202,934,100	37,456,900	240,391,000	– 5
Chrysler	96,194,300	32,227,500	128,421,800	93,637,400	27,446,500	121,083,900	+ 6
Toyota	27,793,200	70,939,900	98,733,100	18,544,100	58,337,100	76,881,200	+ 28
Nissan	34,859,600	44,973,900	79,833,500	50,665,800	41,022,400	91,688,200	– 13
American Motors	52,690,400	3,811,500	56,501,900	56,621,700	6,068,200	62,689,900	– 10
Volkswagen	34,892,300	15,583,100	50,475,400	22,023,900	15,656,600	37,680,500	+ 34
Mazda	38,775,600	5,369,000	44,144,600	26,381,900	4,186,600	30,568,500	+ 44
Honda	32,697,300	1,545,500	34,242,800	21,440,600	3,458,400	24,899,000	+ 38
Mercedes-Benz	17,421,500	4,390,100	21,811,600	13,818,000	422,400	14,240,000	+ 53
Subaru	10,523,700	7,061,500	17,585,200	12,615,000	5,247,400	17,862,400	– 2
BMW	10,736,800	4,998,900	15,735,500	2,983,300	6,541,800	9,525,100	+ 65
Mitsubishi	0	15,295,800	15,295,800	0	14,045,500	14,045,500	+ 9
Isuzu	5,377,600	4,624,500	10,002,100	3,199,700	1,775,000	4,974,700	+ 101
Volvo	435,800	7,648,000	8,083,800	331,700	6,969,100	7,300,800	+ 11
Porsche	2,574,600	1,083,400	3,658,000	0	575,900	575,900	+ 535
Jaguar	0	2,416,100	2,416,000	0	1,414,000	1,414,000	+ 71
Saab	0	1,583,700	1,583,700	0	1,207,400	1,207,400	+ 31
TOTAL	$737,258,100	$306,721,100	$1,043,979,200	$699,280,300	$274,353,100	$963,633,400	+ 8

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data. Includes cars, vans, trucks

LEADING TV AUTO DEALER ADVERTISERS

	1985	1984	Percent Change
Cal Worthington (Los Angeles)	4,153,400	2,867,700	+ 45
Potamkin Cadillac (New York)	2,551,500	2,603,200	– 2
Cal Worthington (Sacramento)	2,172,600	1,830,900	+ 19
Wilson Ford (Los Angeles)	2,123,400	1,443,500	+ 47
Cal Worthington (Seattle)	2,097,500	1,288,100	+ 63
Celozzi-Ettleson (Chicago)	2,006,800	1,815,500	+ 11
Pete Ellis Motors (Los Angeles)	1,894,300	1,508,200	+ 26
Jeff Legum Chevrolet/Datsun (Baltimore)	1,707,000	1,690,100	+ 1
Kelly Chevrolet (Miami)	1,714,800	956,600	+ 79
Suburban Ford (Sacramento)	1,570,300	928,400	+ 69
Long-Lewis Ford (Birmingham)	1,535,900	958,300	+ 60
Westminster Motors (Baltimore)	1,167,500	916,600	+ 27
Casey Chevrolet (Norfolk)	1,131,600	1,162,200	– 3
Piemonte & Arlington Heights Ford (Chicago)	1,123,000	448,600	+ 150
Tousley Ford/Subaru (Minneapolis)	1,015,400	526,100	+ 93
TOTAL	$311,211,700	$257,027,500	+ 21

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data in the top 75 markets.

TOP TV DEALER ASSOCIATION ADVERTISERS

	1985	1984	Percent Change
Nissan	45,840,800	33,515,100	+ 37
Chevrolet	35,273,700	23,755,600	+ 48
Oldsmobile	33,620,600	19,058,200	+ 76
Ford	29,812,300	28,026,400	+ 6
Pontiac	28,974,200	18,046,000	+ 61
Buick	17,651,100	13,709,900	+ 29
Dodge	16,053,100	10,585,100	+ 52
Subaru	13,084,400	9,715,700	+ 35
Mazda	12,739,400	10,255,700	+ 24
BMW	11,412,800	6,879,300	+ 66
Honda	10,732,400	7,236,300	+ 48
Cadillac	10,268,500	5,597,400	+ 83
Toyota	7,853,600	9,689,600	– 19
Chrysler-Plymouth	7,422,600	5,203,700	+ 43
Volkswagen	7,192,400	5,333,700	+ 35
TOTAL	$337,361,400	249,325,7000	+ 35

Source: Television Bureau of Advertising from Broadcast Advertiser Reports data in the top 75 markets.

Dealer associations television advertising only on spot television.

TV ad monitoring draws flak, competition

By Edward Lapham
Marketing Editor

The controversy surrounding the reporting of automotive television ad spending has come to a head. As a result, Broadcast Advertisers Reports, Inc., New York, which compiles the data, is changing its methodology.

Meanwhile, A.C. Nielsen Co. will introduce its own monitoring service, Monitor Plus, on Jan. 1, 1987. Nielsen claims its service will have a 97-percent level of accuracy.

Most of the current complaints—from dealer groups and their ad agencies—were that the Broadcast Advertisers' figures for ad associations were understated.

Those complaints surfaced after Automotive News published the BAR nine-month spending statistics on January 13.

As previously reported, some of the ad agencies believed BAR's method of monitoring understates dealer group spending because it can randomly miss major expenditures.

However, none of the agencies that complained were willing to provide "accurate" figures based on their own records.

BAR's description of its BARCUME monitoring service report says it is based on monitoring of 309 television stations in 75 top U.S. markets. "The New York, Los Angeles and Chicago markets are monitored off-the-air every day of the year via stop-motion video tape recordings," BAR said.

"The other 72 markets are monitored off-the-air for one random week during every calendar month via audio magnetic tape recordings. The BARCUME contains information concerning spot commercial activity only and does not include network announcements."

The lack of full-time monitoring in 72 markets "means some spot TV campaigns can be missed entirely," one critic told Automotive News.

Nielsen's Monitor Plus will monitor the same 75 markets as BAR, but will do so on a four-out-of-four week per month (full-time) basis, according to David Buckley, Monitor Plus marketing manager.

Buckley said the service will be "primarily video" but will include some audio.

He conceded the auto dealer ad association category is difficult because of the way taglines are added.

He said the longer the tag, the higher the level of confidence, up to close to 100 percent for a six- or seven-second tag.

"For example," he said, "If there is a Chrysler-Plymouth association ad with just a three-second tag, we may miss it."

BAR last week acknowledged that current BARCUME procedures tend to understate dealer ad group expenditures.

However, Pro Sherman, BAR executive vice president, denied the problem has anything to do with the amount of time monitored. "It is the methodology," he said.

Sherman said that because BAR has used only audio monitoring in 73 markets, it is difficult to identify a spot as an association ad if it does not use an audio tagline.

The problem, of course, has been exacerbated by the proliferation of regional association spots which are derived from national creative, or are variations on a factory theme produced for ad groups by the manufacturer's national agency.

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Citroen plans to return to U.S., but hasn't set a date

By Richard Feast
European Editor

RENNES, France.—Citroen has decided to return to the U.S. market, according to Xavier Karcher, the company's director general.

He said the go-ahead was given about 18 months ago, but he added that the introduction date remains "some time in the future."

Citroen is attracted by the 600,000-unit luxury-car market in the U.S. Karcher said that successful retailers in that segment have one thing in common—they offer conventional three-box sedans rather than the fastback two-box styling, which is the hallmark of current Citroens.

Thus, to compete effectively in the U.S., Citroen's replacement for the present CX (introduced in 1975) is expected in either 1988 or 1989. It will have many design features in common with the new-generation large car from Peugeot, Citroen's sister company.

But while the Peugeot will feature rear-wheel-drive, the Citroen will favor the front-drive layout that the company pioneered in the 1930s.

It is not known whether the Peugeot or the Citroen will be introduced first. However, it will almost certainly be 12 to 18 months after the European introduction before either appears in the U.S. Thus it will be 1989 or 1990 before either crosses the Atlantic.

On a visit to the Citroen BX factory here, Karcher said that no decisions have been made on distribution methods in the U.S. If the company decides to use the facilities of Peugeot Motors of North America, it would take 12 months to establish an operation. If Citroen decides to go it alone, it will take two years.

Karcher said that although the mid-range BX model was engineered to meet U.S. regulations, Citroen never seriously considered a launch there because of the car's hatchback styling.

Citroen has been a member of the Peugeot group (PSA) since the end of the 1970s. Last year, Citroen produced 597,600 vehicles, compared with 551,500 in 1984.

Its sales in France increased 10.2 percent to 296,800 for a market share of around 14 percent. Exports to its 12 major European markets rose 13 percent to 277,000.

Citroen's main commercial successes were with the BX series and the C15 light van derived from the Visa model. This year, each will be under renewed attack from two new Renault products, the R21 sedan and Express light van.

Despite that, Karcher believes the company can maintain—and even improve—its market share.

It will be aided by the a new small car generally referred to as AX, which will be introduced at this fall's Paris auto show. It will not replace the venerable 2CV, Karcher said. The new model will go into production this summer at the Aulnay plant north of Paris.

The re-equipment of Aulnay and the introduction of the AX into the Spanish plant at Vigo later this year form a large part of Citroen's biggest-ever investment program. It amounts to $1.25 billion for 1985-86.

A great deal of money also has been invested in improving Citroen's production quality.

Financially, Citroen remains the weak link in PSA, though Karcher predicted that that the company will break even this year. Since 1980, it has piled up annual deficits totaling 3.95 billion francs, but a 1984 subvention of 1.4 billion francs from PSA reduced that to 2.55 billion francs ($370 million).

Paying the interest charges on that debt accounts for 4 percent of Citroen's annual turnover, a company executive revealed. Last year's sales were $4.7 billion, an increase of about 15 percent over the previous year.

Yugo sues Toyota, claims dealer threats

By John A. Russell
New York Staff Writer

Yugo America, Inc., filed suit against Toyota Motor Sales in federal court in Los Angeles last week, charging Toyota threatened and coerced two Yugo-Toyota dealers into terminating their relationships with Yugo.

Yugo is seeking monetary damages as well as permanent injunctions to halt the alleged practices of Toyota.

Toyota Motor Sales denied all the charges and said it will attempt to have the complaint dismissed.

Yugo also is charging Toyota Motor Sales and its senior vice president, Robert McCurry, and Toyota Motors Distributors, the Toyota-owned distribution operation, with violations under the federal Racketeering Influenced and Corrupt Organization (RICO) Act.

Its suit also charges the defendants with interfering with commerce and extortion; use of travel in interstate commerce in aid of racketeering activity, and multiple violations of California extortion laws.

William Prior, president of Yugo America, told Automotive News, "This action is necessary. Our claims allege what we believe to be substantail evidence that Toyota and its senior officials have been using coercion, intimidation, extortion and intentional interference to force Toyota dealers who are also Yugo dealers —and Yugo dealer candidates who are considering becoming Yugo dealers in the same facility with the Toyota brand—to surrender their interest in Yugo."

In a prepared statement, a Toyota Motor Sales spokesman said, "Toyota denies engaging in any of the alleged illegal activities stated in Yugo's complaint and considers these complaints totally without merit. We will take all appropriate legal action to have this complaint dismissed."

Toyota has until April 9 to respond to the suit. The spokesman said the company will seek immediate dismissal of the RICO allegations.

The suit centers on two California dealerships, Almaden Toyota, Inc., San Jose, and Irvine Toyota, Inc., Irvine.

Yugo alleges that in January, 1986, McCurry and other unnamed individuals threatened to take a number of actions against both dealerships.

The threats allegedly included: Canceling their Toyota franchises; failing to provide monthly allotments of Toyota cars to the dealerships; failing to pay warranty-work vouchers to the dealerships, and refusing to consider future applications for other Toyota franchises.

Both dealerships have the same owner, the Cerrito Management Co., San Jose, operated by Salvatore Cerrito, his two brothers and a brother-in-law. Neither the company nor the owners were named as parties in the suit.

Cerrito could not be reached for comment.

Yugo alleges in the complaint that McCurry and the others Toyota officials' "sole intent in taking or threatening" the actions was to coerce the two dealerships into severing business relationships with Yugo.

Yugo stated the two dealerships terminated their Yugo franchise agreements and requested they be reimbursed for money paid to Yugo. They also sought cancellation of the letters of credit that secured orders for Yugo cars. Yugo said it reimbursed the dealerships and cancelled the letters of credit.

A New York dealership, designated in the court papers only as "XYZ Toyota," was offered unexpected increases in its monthly allocations of Toyota cars if it would severe relationships with Yugo America, Yugo charges.

This dealership refused to drop its Yugo franchise. Yugo refused to name the dealership in court papers because of "fear of retribution" to the dealership.

Yugo claims the two California dealerships placed irrevocable orders for 100 Yugos, supported by irrevocable letters of credit amounting to $400,000 for each dealerships, and that there were 150 orders for the cars secured by a $600,000 line of credit.

They aso made payments of $42,650 each for promoting, selling and servicing the cars.

Yugo claims it lost the opportunity to sell substantial numbers of cars in the San Francisco and Los Angeles regions as a result of the alleged Toyota actions.

The company is asking for compensatory damages in "excess of $10,000" and punitive damages to be assessed by the jury.

Alfa Romeo
Milano
Alfa Romeo
Milano
Alfa Romeo
Milano

JANUARY TRUCK REGISTRATIONS

		6000 & LESS GVW GRP	6,001-10,000 GVW GRP	10,001-14,000 GVW GRP	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP	33,001- & OVER GVW GRP 8	TOTAL 1986	TOTAL 1985
DODGE	MO	23589	10418							34007	37503
	YR	23589	10418							34007	37503
*DAKOTA, RAIDER, CARAVAN, RAM VAN/CHARGER/50/WGN	MO	19724	5433							25157	25617
	YR	19724	5433							25157	25617
PLYMOUTH VOYAGER	MO	9133								9133	7321
	YR	9133								9133	7321
TOTAL CHRYSLER CORP.	MO	32722	10418							43140	44824
	YR	32722	10418							43140	44824
FORD	MO	62158	38560				763	2567	895	104943	90641
	YR	62158	38560				763	2567	895	104943	90641
*VAN, BRONCO, RANGER & AEROSTAR	MO	45355	12396							57751	45194
	YR	45355	12396							57751	45194
FREIGHTLINER	MO								1265	1265	1423
	YR								1265	1265	1423
MERCEDES-BENZ	MO						186	139		325	498
	YR						186	139		325	498
TOTAL DAIMLER-BENZ CORP.	MO						186	139	1265	1590	1921
	YR						186	139	1265	1590	1921
CHEVROLET	MO	58350	37818	1508	43	31	624	952	42	99368	83170
	YR	58350	37818	1508	43	31	624	952	42	99368	83170
*VAN, EL CAMINO, S10 BLAZER & ASTRO	MO	44244	12130							56374	44521
	YR	44244	12130							56374	44521
GMC	MO	13139	10554	219	31	16	457	2086	735	27237	24646
	YR	13139	10554	219	31	16	457	2086	735	27237	24646
*VAN, JIMMY, S15, CABALLERO & SAFARI	MO	9372	3095							12467	10094
	YR	9372	3095							12467	10094
TOTAL GM CORP.	MO	71489	48372	1727	74	47	1081	3038	777	126605	107816
	YR	71489	48372	1727	74	47	1081	3038	777	126605	107816
INTERNATIONAL	MO						1374	1590	2057	5021	5231
	YR						1374	1590	2057	5021	5231
JEEP TRUCK	MO	15170	1883							17053	13812
	YR	15170	1883							17053	13812
*WRANGLER/CJ's, CHEROKEE, WAGONEER & SCRAMBLER	MO	12557	1718							14275	13605
	YR	12557	1718							14275	13605
MACK	MO						146	149	1401	1696	2591
	YR						146	149	1401	1696	2591
KENWORTH	MO								785	785	826
	YR								785	785	826
PETERBILT	MO								699	699	946
	YR								699	699	946
TOTAL PACCAR CORP.	MO								1484	1484	1772
	YR								1484	1484	1772
AUTOCAR	MO								116	116	129
	YR								116	116	129
VOLVO	MO							93	81	174	231
	YR							93	81	174	231
WHITE	MO								499	499	846
	YR								499	499	846
TOTAL VOLVO WHITE CORP.	MO							93	696	789	1206
	YR							93	696	789	1206
WESTERN STAR	MO								117	117	100
	YR								117	117	100
MISCELLANEOUS DOMESTIC	MO		212					9	159	380	312
	YR		212					9	159	380	312
OTHER IMPORTS	MO	69469	1059	596	62	44	15	49	2	71296	64417
	YR	69469	1059	596	62	44	15	49	2	71296	64417
GRAND TOTAL	MO	251008	100504	2323	136	91	3565	7634	8853	374114	334643
	YR	251008	100504	2323	136	91	3565	7634	8853	374114	334643
1985 YR. TO DATE		211622	98422	2955	86	546	4584	5600	10828		

INCLUDES MULTIPURPOSE VEHICLES. Compiled from offical State Records by R.L. Polk & Co. Manufacturers' sales records are used in compiling Oklahoma for 1985 and 1986.

Ford reorganizes truck group

DEARBORN.—Ford Truck Operations reorganized its light-truck product development office to combine product planning and advanced engineering functions along product lines.

Daniel L. Rivard

Daniel Rivard, previously light-truck product development manager, became executive director of Ford Truck Operations' light-truck development office.

James Englehart was named director of business planning and vehicle engineering, reporting to Rivard. Englehart had been chief engineer for light truck engineering.

Reporting to Englehart are three program directors responsible for planning and developing Ford light-truck platforms.

They are **Raymond Pittman**, Ranger/Bronco; **Fred Parrill**, F-Series pickups/Bronco and **David Cooper**, vans.

Pittman previously was manager of the light-truck powertrain planning department; Parrill was executive engineer, light-truck body and chassis engineering, and Cooper was manager of the light-truck vehicle engineering and program control department.

Also, **Gerald J. Kuchera**, previously executive engineer, light-truck services engineering, was named engineer for service engineering.

David Guertin, formerly executive engineer, light-truck powertrain engineering, was appointed chief engineer, powertrain engineering.

Charles White, previously manager of light-truck transmission and clutch design and development department, became chief engineer, chassis engineering.

Kuchera, Guertin and White report to Rivard.

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Auctions mean big action in Britain

By Richard Feast

British Car Auctions' new $15.5 million operation opens next week at Blackbushe airfield, 30 miles southwest of London.

It's BCA's biggest undertaking in the United Kingdom in 40 years, since the time founder David Wickens rented a farmer's field to auction his own and a few other cars. Today the company claims to be the world leader in the auto auction business.

While its early growth was in the U.K., BCA traveled to the U.S. to expand in the early 1980s. Anglo American Auto Auctions (AAAA), owned by BCA through Sandgate Corp., now operates 12 sites.

BCA's biggest investment (artist's rendering, above) is due to open next week.

While the U.S. generates nearly 70 percent of BCA's annual revenues (1.5 billion pounds/ $2.15 billion in 1985), it's been suggested the American operation is too costly and provides too little in return. But AAAA president Mike Richardson says, "If we could have just one or two ounces of luck, I could demonstrate how profitable the U.S. could be."

Although company officials see BCA as an integral part of the automobile business, Tom Gibson, managing director of the British subsidiary, acknowledges that many car retailers perceive auctions as a competitive threat. That might be traced back to the cavalier business tactics of some early postwar auction operators.

Gibson admits, "The public perception of auctions is that they are the last resort to knock out the scrap that can't be got rid of any other way. That perception is totally wrong. It may have been accurate 30 years ago. It may be accurate to greater or lesser degrees at some smaller auctions today. But it is not indicative of the auction industry."

Chairman David Wickins and his brother John, a senior director, held their first auction in February 1946 in a field rented from a Farnborough farmer for one pound a week. They sold 14 cars and took in 8,250 pounds.

Last year some 500,000 vehicles were sold at 15 BCA auction sites in the U.K. Proceeds in the 12 months to Aug. 2, 1985 were 507 million pounds, equivalent today to about $750 million.

Next week's Blackbushe opening will be a major event. The former World War II airfield replaces a location six miles away where BCA was founded. BCA is developing a 45-acre parcel at Blackbushe, where private flying will continue. When fully operational it will include 185,000 sq.-ft. of covered space for auction halls, offices, catering and services. According to Richardson, it will mirror AAAA's facilities at Nashville.

At Blackbushe BCA will also run a thriving open-air Sunday market, the largest in the U.K. The space will be used for parking during the week.

BCA rejects notions that it will consolidate once Blackbushe is fully under way. Gibson asserts, "We don't build Blackbushe and stop. We go on expanding to meet the demands of the industry. The auction industry is still relatively small compared with the overall vehicle industry. There's a considerable number of dealers, particularly franchise holders, who don't use auctions. They haven't acquired the auction habit. But it's notable that successful dealers make use of auctions. There's a lesson to be learned for those who are not so successful."

Noting that European car-production overcapacity and a more regular flow of output from previously strike-torn U.K. factories have led to a major discounting war among new-car retailers, Gibson says, "The only two things the franchise dealer has left under his control is body and paint (work), and used vehicles. No one determines his mark-up on used vehicles, so they must become a bigger part of the overall operation. In that context, auctions play a very beneficial role in helping them acquire stock and keep abreast of what's going on in the market."

BCA estimates that less than 25 percent of those who buy at auctions are franchised new-car dealers, indicating their great potential as auction customers. That's the reason for creating super-sites like Blackbushe with proper valeting, reconditioning areas, customer facilities and great numbers of vehicles offered.

Among sellers at BCA auctions, around half are in the motor trade. The rest are split between fleet operators (25 percent), rental companies, finance-house repossessions, leasing firms and vehicle manufacturers.

Gibson says, "The manufacturers are making very clever strategic use of auctions to dispose of fleet and company-car programs." That began in 1981 when BCA persuaded Ford to let it resell by auction the company cars that previously were sold by tender to Ford dealers.

"That was a major breakthrough," says Richardson, who ran the U.K. business until he was dispatched to set up the U.S. operation. "That was an enormous step up for us, not only because we had access to that very lovely used product — the best on the U.K. market — but it gave auctions the prestige they deserved. We were then visible. And we improved prices Ford had been getting by other disposal means. Ford didn't believe that was possible, but we did it." The U.K.'s other major auto retailers, Vauxhall and Austin Rover, later followed suit.

Besides landing the manufacturers' business, BCA increased its action with local and other government institutions.

"The success rate with those was even greater," Richardson says. "We might have improved manufacturers' prices by 5 or 10 percent, but we improved on local authorities' rubbish by hundreds of percent. In a period of 18 months, in the late 1970s and early '80s, we converted something like 50 percent of the local authorities in this country to selling their surplus through auctions. Prior to that they hadn't done it at all."

BCA's customers today include police forces, the post office, the Ministry of Defense and other government departments.

Gibson estimates BCA's U.K. revenues could reach a billion pounds by the end of the decade — double today's level. Richardson is equally bullish about the potential for AAAA, whose sales were $1.04 billion in 1985 and are projected at $1.8 billion this year. ■

OVERSEAS PRODUCTION

FRANCE

Cars

	12 mos., 1985	12 mos., 1984
Peugeot SA	1,308,635	1,284,151
Citroen	478,541	473,846
Peugeot	804,179	736,648
Talbot	25,915	73,657
Renault	1,322,887	1,429,138
Total	2,631,522	2,713,289

Vans, trucks, buses

CBM	57	29
Iveco-Unic	99	3,650
Peugeot SA	170,323	129,489
Citroen	74,578	37,127
Peugeot	91,633	80,818
Talbot	4,112	11,544
Renault	214,017	215,605
Sovam	89	90
Total	384,585	348,863
Total vehicles	3,016,107	3,062,152

UNITED KINGDOM

Cars

	12 mos., 1985	12 mos., 1984
BL	465,104	383,324
Austin Rover	450,892	371,427
Range Rover	14,212	11,897
Carbodies	1,813	1,621
Ford	317,689	273,767
GM-Vauxhall	152,587	117,114
Jaguar	38,378	33,342
PSA-Talbot	67,066	95,122
Reliant	738	135
Rolls-Royce	2,588	2,280
Others	2,010	2,280
Total	1,047,973	908,906

Vans, trucks, buses

BL	90,444	72,518
Austin Rover	25,028	18,039
Freight Rover	18,879	16,843
Land Rover	31,046	25,604
Leyland Veh.	15,491	12,032
ERF	1,950	1,876
Foden	472	709
Ford	101,407	94,211
GM-Bedford	60,783	47,007
Hestair Dennis	870	978
Metro-Cammell-Weymann	435	494
Renault Truck Ind.	5,022	4,770
Seddon Atkinson	1,667	1,845
Others	233	417
Total	263,283	224,825
Total vehicles	1,311,256	1,133,731

SPAIN

Cars

	12 mos., 1985	12 mos., 1984
Ford	254,906	262,099
General Motors	277,101	259,971
Peugeot SA	169,217	184,713
Citroen	73,367	98,506
Talbot	95,850	86,207
Renault	224,094	214,786
Seat	304,753	255,324
Total	1,230,071	1,176,893

Vans, trucks, buses

Enasa	9,917	11,183
Ford	10,978	7,090
Land Rover	21,512	13,023
Mercedes-Benz	10,910	8,203
Motor Iberica	27,557	19,247
PSA-Citroen	66,794	22,096
Renault	24,394	27,295
Seat	15,262	23,531
Setra	209	208
Total	187,533	131,876
Total vehicles	1,417,604	1,308,769

JAPAN

Cars

	12 mos., 1985	12 mos., 1984
Daihatsu	161,559	162,405
Fuji	259,673	242,680
Honda	956,410	843,807
Isuzu	213,052	88,536
Mazda	815,074	764,309
Mitsubishi	570,865	547,838
Nissan	1,864,701	1,846,407
Suzuki	236,198	164,058
Toyota	2,569,284	2,413,133
Total	7,646,816	7,073,173

Vans, trucks, buses

Daihatsu	417,378	403,671
Fuji	324,711	308,735
Hino	69,051	60,844
Honda	163,901	145,229
Isuzu	373,963	343,721
Mazda	378,618	369,012
Mitsubishi	581,912	547,318
Nissan	635,387	635,279
Nissan Diesel	36,351	37,435
Suzuki	545,703	525,813
Toyota	1,096,388	1,016,116
Others	954	574
Total	4,624,267	4,391,747
Total vehicles	12,271,083	11,464,920

BRAZIL

Cars

	12 mos., 1985	12 mos., 1984
Farus	0	41
Fiat Auto	107,503	101,221
Ford	146,236	141,902
General Motors	190,767	172,732
Gurgel	41	33
Puma	0	101
Sta Matilde	81	63
Toyota	0	151
Volkswagen	309,700	290,250
Total	754,328	706,494

Vans, trucks, buses

Agrale	790	568
Fiat Auto	36,324	37,420
Fiat Cam.	112	419
Ford	42,944	37,741
General Motors	32,032	24,631
Gurgel	1,329	884
Mercedes-Benz	33,013	29,311
Puma	0	19
Scania	4,373	3,373
Toyota	2,585	3,138
Volkswagen	50,390	19,366
Volvo	3,555	1,984
Total	207,447	158,854
Total Vehicles	961,775	865,348

WEST GERMANY

Cars

	12 mos., 1985	12 mos., 1984
BMW	431,085	412,447
Daimler-Benz	537,909	469,385
Ford	505,231	539,779
Opel	903,150	776,486
Porsche	54,458	44,017
Volkswagen Group	1,734,853	1,548,050
Audi	358,612	344,733
Volkswagen	1,376,241	1,203,317
Total	4,166,686	3,790,164

Vans, trucks, buses

Auwarter	820	800
Daimler-Benz	131,279	131,606
Faun	253	384
Iveco-Magirus	10,581	9,034
Kassbohrer	1,954	1,635
MAN	18,395	15,334
Opel	34,921	18,986
Volkswagen	81,031	77,519
Total	279,234	255,298
Total vehicles	4,445,920	4,045,462

West German car production tops 4 million units

By Richard Feast

Plant investments in the West German auto industry this year will top 1985's "proud" total of 10 billion deutschemark, forecasts Hans-Erdmann Schoenbeck, chairman of VDA, West Germany's automobile industry association.

The 1985 figure, the equivalent today of nearly $4.5 billion, was one-fifth higher than 1984's and well above previous record year 1982 (DM 9.3 billion). "We are expecting an additional increase in investment for the current year," Schoenbeck says.

In reviewing 1985, he notes the country's auto industry achieved revenues of DM 147.5 billion ($65.9 billion), 15 percent above 1984.

"The major influences behind this growth came from abroad," reports Schoenbeck. "Turnover abroad went up 19 percent to DM 78.54 billion ($35.1 billion), compared with increased turnover of 12 percent in mechanical engineering, 12 percent in the electronics industry and 7 percent in the chemicals industry."

Last year was characterized by slow domestic demand for passenger cars in the first half of the year and a continuing slump in heavy commercial-vehicle sales. But with car exports climbing 15 percent, the industry was able to compensate for that and even managed a production increase.

West German passenger car production topped 4 million units for the first time in 1985, totaling just under 4.17 million, 9.9 percent more than in 1984. There was similar improvement in output of vans, trucks and buses (up 9.4 percent to just over 279,000), but it was mostly attributable to light-vehicle categories.

VDA cautions against too-close comparison between 1985 and 1984. In 1984 a six-week metal-workers strike cost the West German auto industry around 427,000 units. While about a third of that loss was later recovered through holiday work and extra shifts, 1984's total was 2.6 percent below 1983's. To some extent 1985's production improvement came from making up for ground lost in 1984.

About 20 percent (more than 839,000 units) of last year's West German passenger car and station wagon production was diesel-powered. That was 31 percent above 1984 and topped 1982's previous diesel mark by 110,000 units.

Car imports went up in West Germany last year. Led by the Japanese, the import market share climbed from 26.7 to 27.2 percent. Including the West German industry's captive imports — made in Spain by Ford, General Motors and VW/Seat — one-third of all new-car registrations in the country were imports in 1985.

The West German industry's exports in 1985 rose nearly 15 percent to more than 2.74 million units, or nearly 62 percent of total production. Exports to the U.S. increased by one-fifth to 440,000.

Western Europe accounted for 75 percent of West Germany's automotive exports, 19 percent went to North America and 6 percent to the rest of the world.

At the end of 1985 West Germany's motor vehicle industry employed 700,000 people, 20,000 more than a year earlier. ■

THE WEST GERMAN AUTO INDUSTRY, 1980-'85 (Production)

Category	1985	1984	1983	1982	1981	1980
Passenger Cars	4,166,686	3,790,164	3,877,641	3,761,436	3,577,807	3,520,934
Vans, Trucks	279,234	255,298	276,798	301,229	319,200	357,619
Over 16 tons	34,313	33,111	43,220	60,663	63,501	57,773
Buses	10,867	9,461	13,271	14,150	17,108	17,355
TOTAL	4,445,920	4,045,462	4,154,439	4,062,665	3,897,007	3,878,553
Exports	2,745,870	2,388,657	2,354,526	2,397,921	2,153,327	2,084,254
Percent	61.8	59.0	56.7	59.0	55.2	53.7

Source: VDA, Frankfurt

OVERSEAS REGISTRATIONS

JAPAN

Cars

	12 mos., 1985	12 mos., 1984
Daihatsu	97,431	107,279
Fuji	82,116	88,190
Honda	296,634	246,136
Isuzu	46,677	41,276
Mazda	189,792	215,205
Mitsubishi	168,292	198,448
Nissan	781,801	804,872
Suzuki	68,331	77,324
Toyota	1,322,828	1,274,842
Imports (all)	50,172	41,982
Total	3,104,074	3,095,554

Vans, trucks, buses

Daihatsu	339,439	308,673
Fuji	226,545	216,828
Hino	38,366	39,079
Honda	158,049	146,387
Isuzu	119,237	121,219
Mazda	156,036	155,855
Mitsubishi	352,528	333,306
Nissan	265,475	270,048
Nissan Diesel	20,684	21,259
Suzuki	415,625	379,322
Toyota	360,559	349,050
Imports (all)	179	177
Total	2,452,722	2,341,203
Total vehicles	5,556,796	5,436,757

THE NETHERLANDS

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	3,734	4,447
Austin Rover	5,774	6,214
BMW	12,995	12,909
Dacia	133	36
Daihatsu	4,433	4,148
Fiat Auto	31,180	33,691
Ford	56,435	56,234
FSO	279	159
GM-Opel	87,859	71,704
Honda	11,890	12,731
Hyundai	1,320	2,449
Jaguar	402	319
Lada	8,732	7,250
Mazda	16,782	16,854
Mercedes-Benz	11,909	9,280
Mitsubishi	12,692	13,553
Nissan	25,098	21,910
Peugeot SA	49,012	48,474
Citroen	24,855	22,145
Peugeot/Talbot	24,157	26,329
Porsche	225	166
Renault	28,904	26,075
Saab	2,462	3,075
Seat	7,213	6,832
Skoda	3,269	3,752
Subaru	2,963	2,835
Suzuki	12,262	10,851
Toyota	24,560	18,626
VW-Audi Group	44,954	42,298
Volvo	26,661	23,512
Zastava	827	1,074
Total	495,685	461,538

NORWAY

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	223	82
BMW	3,947	2,202
Daihatsu	1,443	803
Fiat Auto	6,278	5,313
Ford	23,300	15,797
GM-Opel	22,039	13,324
Honda	3,731	2,613
Lada	2,754	2,601
Mazda	14,046	12,166
Mercedes-Benz	2,911	1,854
Mitsubishi	5,158	4,032
Nissan	9,786	5,551
Peugeot SA	8,037	9,379
Citroen	2,688	2,125
Peugeot/Talbot	5,349	7,254
Renault	1,100	505
Saab	2,599	2,528
Skoda	605	522
Subaru	2,574	1,197
Toyota	17,059	9,610
VW-Audi Group	18,602	13,139
Audi	4,130	2,111
Volkswagen	14,472	11,028
Volvo	12,380	8,435
Others	507	506
Total	159,079	112,159

WEST GERMANY

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	7,926	12,378
Austin Rover	7,086	7,428
Bertone	390	758
BMW	144,262	159,374
Daihatsu	8,639	6,542
Fiat Auto	102,558	109,727
Ford	255,035	293,745
GM-Opel	367,838	389,683
Honda	37,332	37,613
Isuzu	4,219	3,029
Jaguar	2,350	1,938
Lada	8,306	8,620
Mazda	66,863	63,474
Mercedes-Benz	273,528	233,648
Mitsubishi	45,182	44,017
Nissan	63,253	58,018
Peugeot SA	97,949	95,847
Citroen	37,038	37,744
Peugeot/Talbot	60,911	58,103
Pininfarina	935	734
Porsche	11,394	11,133
Renault	76,737	85,169
Saab	3,240	3,659
Seat	4,362	5,064
Skoda	2,484	1,923
Subaru	11,278	7,632
Suzuki	18,429	14,701
Toyota	61,182	53,132
VW-Audi Group	679,978	667,987
Audi	130,242	143,924
Volkswagen	549,736	524,063
Volvo	14,226	15,335
Others	2,300	1,630
Total	2,379,261	2,393,939

AUSTRIA

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	2,089	2,673
Austin Rover	461	256
BMW	7,232	7,871
Daihatsu	789	704
Fiat Auto	13,596	14,887
Ford	24,088	21,903
GM-Opel	32,138	26,992
Honda	4,748	3,993
Lada	1,626	1,426
Mazda	20,746	20,769
Mercedes-Benz	8,864	6,882
Mitsubishi	4,890	4,579
Nissan	12,025	10,525
Peugeot SA	15,647	14,213
Citroen	6,619	6,105
Peugeot/Talbot	9,028	8,108
Porsche	451	450
Renault	10,168	9,890
Saab	342	423
Seat	1,201	748
Skoda	1,161	1,134
Subaru	3,435	2,652
Suzuki	1,278	1,357
Toyota	12,204	9,154
VW-Audi Group	51,066	40,478
Audi	9,962	7,698
Volkswagen	41,104	32,780
Volvo	3,433	3,379
Others	81	109
Total	233,759	207,447

DENMARK

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	458	252
Austin Rover	336	362
BMW	3,650	2,508
Dacia	745	882
Daihatsu	2,816	1,898
Fiat Auto	7,471	7,248
Ford	23,576	22,116
FSO	1,814	1,402
GM-Opel	26,272	19,026
Honda	1,863	1,429
Jaguar	34	30
Lada	3,617	4,091
Mazda	14,129	12,258
Mercedes-Benz	1,132	932
Mitsubishi	2,780	1,739
Nissan	7,926	7,022
Peugeot SA	9,814	9,216
Citroen	6,671	5,759
Peugeot/Talbot	3,143	3,457
Renault	1,255	627
Saab	1,774	1,790
Seat	682	0
Skoda	4,001	6,736
Subaru	307	158
Suzuki	509	153
Toyota	19,759	14,927
Trabant	26	94
VW-Audi Group	11,454	9,330
Audi	916	638
Volkswagen	10,538	8,692
Volvo	6,332	5,524
Wartburg	1,192	899
Zastava	1,740	855
Total	157,474	134,345

SWITZERLAND (sales)

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	6,025	8,072
Austin Rover	1,148	1,299
BMW	10,409	12,199
Daihatsu	1,221	1,351
Fiat Auto	21,481	23,464
Ford	21,143	22,993
GM-Opel	36,165	38,289
Honda	7,821	8,464
Isuzu	725	582
Jaguar	435	424
Land Rover	1,257	910
Mazda	7,733	8,670
Mercedes-Benz	6,841	5,679
Mitsubishi	8,046	8,387
Nissan	10,968	10,546
Peugeot SA	22,651	23,898
Citroen	8,750	10,155
Peugeot/Talbot	13,901	13,743
Porsche	1,447	1,336
Puch	162	152
Renault	17,003	15,387
Saab	1,343	1,322
Seat	2,142	0
Skoda	110	225
Subaru	10,642	8,002
Suzuki	3,934	3,828
Toyota	18,143	17,497
VW-Audi Group	45,012	43,199
Audi	14,211	11,180
Volkswagen	30,801	32,019
Volvo	5,164	6,304
Others	107	91
Total	269,278	272,570

IRELAND

Cars

	12 mos., 1985	12 mos., 1984
Alfa Romeo	167	327
Austin Rover	3,897	3,045
BMW	490	413
Daihatsu	508	7
Fiat Auto	2,886	4,444
Ford	11,005	12,144
GM-Opel	7,823	8,115
Honda	683	9
Isuzu	72	0
Lada	40	0
Mazda	1,374	1,178
Mercedes-Benz	376	304
Mitsubishi	847	0
Nissan	5,553	5,143
Peugeot SA	1,823	2,573
Renault	4,255	4,804
Saab	177	210
Seat	17	0
Skoda	129	1
Subaru	129	0
Suzuki	430	6
Toyota	10,543	9,078
VW-Audi Group	4,542	2,953
Volvo	1,066	941
Others	533	447
Total	59,365	56,142

SOUTH AFRICA (sales)

Cars

Source: MIND, South Africa	12 mos., 1985	12 mos., 1984
Alfa Romeo	6,435	9,709
Alfa Romeo	3,299	5,181
Daihatsu	3,136	4,528
BMW	12,928	15,967
General Motors	18,973	20,680
Mercedes-Benz	21,842	26,348
Honda	11,495	10,983
Mercedes	10,347	15,365
Nissan	13,870	23,634
Renault	9,719	13,858
Samcor-Ford	20,462	38,315
Samcor-MMI	21,726	31,948
Mazda	16,557	24,664
Mitsubishi	3,118	4,555
Peugeot	2,003	2,095
Toyota	48,852	58,889
Volkswagen	29,341	28,418
Others	174	985
Total	204,322	268,751

Consumer confidence dips; car-buying attitudes near peak

NEW YORK.—The Conference Board reported that consumer confidence throughout the U.S. fell slightly in the final month of 1985.

Nevertheless, favorable attitudes toward vehicle purchases were held by 65 percent of all families queried in the University of Michigan's fourth-quarter Survey of Consumer Attitudes.

That was just below the all-time peak of 67 percent recorded both one and two quarters earlier and was significantly above the year-earlier reading of 55 percent.

The Conference Board's monthly survey—which covers 5,000 U.S. families—is conducted for the board by National Family Opinion, Inc., based in Toledo.

The board's Confidence Index (1969-1970100) closed out 1985 at 86, down from 91.5 in November.

When consumers in the University of Michigan survey were asked to explain their views about vehicle buying, most replies focused on discounts on interest rates and prices, according to the U-M Institute for Social Research.

Generally speaking, fourth-quarter consumer spending in 1986 will be "good rather than expansive," the institute said.

The institute's director, Richard T. Curtin, said that the outlook for consumer spending during 1986 will remain favorable, but the rate of growth in spending will be reduced.

"Discounts on prices and interest rates became the expected norm by 1986," he said, "and any absence of discounts is now viewed as temporary, and therefore a cause for postponement of purchases.

"As a consequence, the evolving pace of sales will not only be slower, but also uneven, depending on the availability of discounts," Curtin said.

The U of M survey found that the financial situation of American families changed very little during 1985, when nearly 42 percent of families reported improvement in their financial situation, as compared with 45 percent in 1984.

About 34 percent said they expected to be better off financially in the year ahead, just below the 38 percent recorded a year earlier.

Similarly, according to The Conference Board, despite the December dip in the Confidence Index, overall confidence is holding at year-ago levels.

Consumers are, however, a bit less confident about current and future economic conditions. Fewer than 19 percent expected business conditions to improve during the next six months, down from over 21 percent in November.

The Conference Board said that the moderate decline in confidence in December did not carry over into buying plans. Some 9.6 percent of surveyed households planned to buy an automobile (new or used) during the next six months, up fractionally from 9.3 percent in November.

Some 3.7 percent planned to buy a house, compared with 3.9 percent in the previous survey.

Vacation plans, which are seasonally adjusted and compiled every other month, declined slightly to 44.5 percent, down from 49.2 percent in November.

Marine Midland courting dealers

NEW YORK.—Marine Midland Bank has opened a regional office in Pittsburgh to offer a full range of auto-related financial services to auto dealers in Western Pennsylvania and parts of Ohio.

Marine Midland will offer dealerships inventory financing, retail auto loans and other specialized dealer-oriented financial services. The Pittsburgh office is a subsidiary of Marine Midland Consumer Credit Corp., Marine Midland's auto-related financial services company.

Marine Midland claims to be the largest bank financer of autos in the Northeast, serving more than 1,500 dealers, mostly in New York, California and New England.

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IMPORT REGISTRATION SHARES IN U.S.

	DECEMBER						TWELVE MONTHS				
	Regis., December, 1985	Percent Share of Market	Regis., December, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84		Regis., 12 mos., 1985	Percent Share of Market	Regis., 12 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	55,981	19.04	41,853	18.53	+0.51	Nissan	579,262	19.24	479,413	18.99	+0.25
Toyota	52,660	17.91	44,459	19.68	−1.77	Toyota	575,345	19.11	504,784	20.00	−0.89
Honda	49,570	16.86	44,395	19.65	−2.79	Honda	536,792	17.82	492,903	19.53	−1.71
Mazda	23,760	8.08	13,344	5.91	+2.17	Mazda	204,091	6.78	163,826	6.49	+0.29
VW	17,126	5.83	12,030	5.33	+0.50	VW	196,797	6.53	155,332	6.15	+0.38
Subaru	16,429	5.59	14,829	6.57	−0.98	Subaru	168,653	5.60	148,332	5.88	−0.28
Volvo	9,215	3.13	7,450	3.30	−0.17	Volvo	106,776	3.55	95,687	3.79	−0.24
Mercedes	8,722	2.97	8,935	3.96	−0.99	BMW	90,003	2.99	68,731	2.73	+0.26
BMW	8,002	2.72	6,444	2.85	−0.13	Mercedes	88,415	2.94	76,191	3.02	−0.08
Audi	7,132	2.43	5,864	2.60	−0.17	Audi	77,972	2.59	69,456	2.75	−0.16
Others	45,387	15.44	26,250	11.62	+3.82	Others	387,026	12.85	269,319	10.67	+2.18
TOTAL	293,984		225,853			TOTAL	3,011,132		2,523,974		
Share of U.S. Total		34.62		27.11	+7.51	Share of U.S. Total		27.65		24.92	+2.73

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

Import registrations top 3 million

By Jenny L. King
Detroit Reporter

Registrations of new imported cars soared to a record in 1985 and captured 27.65 percent of the total U.S. new-car market.

Japanese-built autos accounted for 71.13 percent of the import segment, down from 72.11 percent a year earlier.

The import penetration record was notched in 1982 when they claimed 29.26 percent of the total.

December import registrations did achieve record penetration, catapulting to 34.62 percent from 27.11 percent of the total a year earlier.

According to figures compiled by R.L. Polk & Co., import registrations totaled 3,011,132 in 1985, up 19.30 percent from 2,523,973 a year earlier. Penetration expanded to 27.65 percent from 24.92 percent.

Nissan improved its share of the market by only 0.25 percentage points but managed to climb over Honda and Toyota to become the top import in 1985. Nissan figures, however, include both imported and U.S.-built cars, as do Honda figures.

Toyota dropped 0.89 percentage points during the 1985 calendar year and slipped into second place. Honda, down 1.17 percentage points, was third.

Mazda, Volkswagen (domestics and imports), Subaru and Volvo remained ranked as they had been in 1984. BMW moved up into eighth place, pushing Mercedes-Benz into ninth and Audi into tenth among the top 10 imports. "Others" accounted for 12.85 percent of the year's total, up from 10.67 percent a year earlier.

The December import penetration record was due to a 30.17-percent increase in numbers from 1984 to 1985. Registrations rose to a record 293,984 from 225,853 and gained 7.51 percentage points in share of the overall import market. Nissan was on top of the heap, moving into first place from third and gaining 0.51 percentage points.

December import registrations were 71.89-percent Japanese-sourced. Another 12.95 percent were imported from West Germany, and 8.35 percent were what Polk calls U.S.-built imports (Nissan, Honda, Volkswagen). The numbers from each country of origin with comparable figures from 1984 follow:

	Dec., 1875	Dec., 1984
Japan	211,334	163,156
W. Germany	38,074	30,660
United States	24,559	16,047
Sweden	13,448	10,665
Great Britain	2,654	1,866
Yugoslavia	1,719	0
France	1,606	2,825
Italy	590	620
Ireland	0	14
TOTAL	293,984	225,853

In the 1985 calendar year, 71.13 percent of the new imports registered were Japanese, 13.62 percent were West German and 8.48 percent were assembled in the U.S. Totals from each country included:

	12 Mos., 1985	12 Mos., 1984
Japan	2,141,899	1,820,148
W. Germany	410,167	315,894
United States	255,458	201,487
Sweden	147,729	129,334
France	24,154	31,590
Great Britain	21,113	18,078
Italy	7,398	7,093
Yugoslavia	3,214	0
Ireland	0	350
TOTAL	3,011,132	2,523,974

Registrations of new imported light trucks were up 13.66 percent in December. Registrations climbed to 79,686 from 70,108 a year earlier. The breakout:

	Dec., 1985	Dec., 1984
Toyota	32,010	27,214
Nissan	16,689	17,852
Mazda	10,027	9,333
Isuzu	7,533	6,191
Others	13,427	9,518
TOTAL	79,686	70,108

Light-truck registrations for the calendar year, up 28.01 percent, numbered 952,926 compared with 744,404 in 1984. Totals from the major makers included:

	12 Mos., 1985	12 Mos., 1984
Toyota	366,205	288,995
Nissan	256,313	194,513
Mazda	114,585	115,303
Isuzu	76,522	42,664
Dodge Ram 50	—	49,855
Others	139,301	53,074
TOTAL	952,926	744,404

TOP CARS

U.S. registrations for Twelve Months, 1985 vs. 1984. Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position		Make	1984 Position
1—	1,577,349	Chevrolet	1,546,096— 1
2—	1,364,829	Ford	1,286,004— 2
3—	1,067,881	Oldsmobile	1,039,774— 3
4—	851,031	Buick	919,904— 4
5—	785,098	Pontiac	685,361— 5
6—	579,262	Nissan	479,413— 9
7—	575,346	Toyota	504,784— 7
8—	536,792	Honda	492,903— 8
9—	515,895	Mercury	520,868— 6
10—	425,755	Dodge	359,722—10
11—	371,292	Chrysler	321,303—11
12—	324,257	Plymouth	281,897—13
13—	301,228	Cadillac	310,257—12
14—	204,091	Mazda	163,826—15
15—	196,797	VW	155,332—16
16—	168,653	Subaru	148,332—17
17—	164,295	Lincoln	144,548—18
18—	128,318	AMC	188,752—14
19—	106,776	Volvo	95,687—19
20—	90,003	BMW	68,731—22
21—	88,415	Mercedes	76,191—20
22—	77,972	Audi	69,456—21
	387,026	Other imports	269,319
	248	Misc. Dom.	267
	10,888,608	TOTAL	10,128,729

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

TWELVE MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.48	15.26	−0.78
Ford	12.53	12.70	−0.17
Oldsmobile	9.81	10.27	−0.46
Buick	7.82	9.08	−1.26
Pontiac	7.21	6.77	+0.44
Nissan	5.32	4.73	+0.59
Toyota	5.28	4.98	+0.30
Honda	4.93	4.87	+0.06
Mercury	4.74	5.14	−0.40
Dodge	3.91	3.55	+0.36
Chrysler	3.41	3.17	+0.24
Plymouth	2.98	2.79	+0.19
Cadillac	2.77	3.06	−0.29
Mazda	1.87	1.62	+0.25
VW	1.81	1.54	+0.17
Subaru	1.55	1.46	+0.09
Lincoln	1.51	1.43	+0.08
AMC	1.18	1.86	−0.68
Volvo	0.98	0.94	+0.04
BMW	0.83	0.75	+0.08
Mercedes	0.81	0.69	+0.12
Audi	0.72	0.68	+0.04
Other Imports	3.55	2.66	+0.99
Misc. Dom.	0.00	0.00	−0.00
TOTAL	10,888,608	10,128,729	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

Sun Belt holds lion's share of multi-point deals

WESTLAKE VILLAGE, Calif.—The trend toward fewer new-car dealers owning more outlets appears to follow population-shift trends and seems to be occurring more frequently in the Sun Belt, according to The Power Report.

Dealers owning three or more retail locations represent 7 percent of the dealer body but account for more than 22 percent of all retail outlets nationally, according to data from the J.D. Power & Associates 1985 Dealer Attitude Survey.

Dealer principals owning three or more outlets are concentrated (65 percent) in eight states. The highest concentration is in the three largest Sun Belt states, where recent population growth has been most dramatic, Power said.

Leading states with dealer principals operating three or more locations, and each state's percentage share of the total, are: Texas, 13.6 percent; Florida, 10.2 percent; California, 9.5 percent; Pennsylvania, 9.1 percent; Illinois, 7.1 percent; Ohio, 5.6 percent; Michigan, 5.0 percent, and Tennessee, 4.7 percent.

Limousine operator buys by the truckload

ROCHESTER, Mich.—Carey/Ambassador Limousine Service recently took delivery of a truckload of new Lincoln stretched limousines.

Carey/Ambassador is the Michigan affiliate of Carey International, which maintains a fleet of limousines serving 200 cities in 55 countries on five continents.

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

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Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

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factories list auction dates

American Motors

March 25—D-A Auto Auction, New Stanton, Pa.

March 26—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

March 27—Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

Chrysler Corp.

March 25—Hatfield Auto Auction, Hatfield, Pa.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

March 26—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 27—Fredericksburg Auto Auction, Fredericksburg, Va., and Floyd Hauhe Auto Auction, Bridgeton, Mo. (day change, this sale only)

Ford Motor Co.

March 25—South Seattle Auto Auction, Kent, Wash.

March 26—Columbus Fair Auto Auction, Obetz, Ohio; Concord Auto Auction, Acton, Mass., and Clanton's Auto Auction, Darlington, S.C.

March 27—Big H Auto Auction, Houston, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 1—Harrisonburg Auto Auction, Harrisonburg, Va., and Indianapolis Auto Auction, Indianapolis

General Motors

March 26—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 27—Arena Auto Auction, Chicago

April 1—Dallas Auto Auction, Grand Prairie

April 2—Hatfield Auto Auction, Hatfield, Pa.

April 3—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Southwest Auto Auction, Phoenix

Used Car Sales
Auction Averages

March to date	$4,859
Month ago	$4,797
Year ago	$4,937

Model Breakdown
Auction Averages

	MAR., 1986	FEB., 1986	JAN., 1986
1986	$10,585	$10,059	$8,769
1985	$8,737	$8,655	$8,509
1984	$6,201	$6,158	$5,943
1983	$5,257	$5,232	$5,206
1982	$4,132	$4,089	$4,136
1981	$3,406	$3,302	$3,163
1980	$2,583	$2,478	$2,402
1979	$2,269	$2,348	$1,954
Overall Average	$4,859	$4,811	$4,651

More whistles and bells than ever

The St. Tropez, the new 60-inch extended-body Lincoln limousine from American Custom Coachworks, Ltd., Beverly Hills, Calif., is equipped with cellular telephone, wet bar, remote-controlled 10-inch color TV, hot and cold running water, intercom system and portable bidet. Approximately 500 will be built in the 1986 model run.

Dealer told to pay $2,000 for forging loan papers

BRIDGEPORT, Conn.—Branhaven Motors (Chrysler-Plymouth), Inc., East Haven, has been ordered by a federal judge here to pay an East Haven couple $2,000 for "emotional trauma and unnecessary aggravation" after finding that it had forged their signatures on loan papers.

In addition, U.S. District Court Judge T.F. Gilroy Daly ordered the dealership to pay Anthony J. Iuteri Jr. and his wife, Adrianne, $961.60 for violating the U.S. Truth in Lending Act and also to pay the couple's legal fees.

Daly's decision said that the forged documents had called for higher loan payments than agreed to by the couple.

The Iuteris brought suit against Branhaven Motors in 1981 following purchase of a used car.

Judge Daly said that the couple had signed a contract for 12 monthly payments of $86.70 to Chrysler Credit Corp., but was sent a payment booklet requiring 12 monthly payments of $186.70. He added that the Iuteris were shown a contract for the higher payments bearing their forged signatures.

Judge Daly rejected claims by Branhaven Motors to the effect that the dealership had not violated the Truth in Lending Act because it never signed the document calling for lower payments and because it later rescinded the purchase agreement.

Dealers set up scholarship plan in Pittsburgh

PITTSBURGH.—The Pittsburgh Automobile Trade Assn. is launching an annual college scholarship awards program.

Scholarship awards totaling $9,000 will be presented to three graduating high school seniors taking part in an essay contest sponsored through their local high school English classes.

Theme of the essay is, "Why an automobile dealer is important to our community."

In developing the essay, the students are asked to consider the auto dealer's impact on their community in terms of interaction with the community's civic and charitable activities, as well as the dealer's impact on the economy through employment and taxes.

Winners will be announced at PATA's annual dinner meeting on May 7.

Anglo American staging Detroit heavy-truck sales

BLOOMFIELD HILLS, Mich.—Anglo American Auto Auctions, Inc., has opened an auction in the Detroit area exclusively for the sale of heavy trucks, trailers and equipment.

Located on Eureka Road in Taylor, Detroit Heavy Commercial Vehicle Auction plans sales the second Wednesday of every month. A fixed sale fee is charged, and reserves may be set with an entry fee in the case of a no-sale, according to Anglo American.

Production

Auto output climbs to 178,455

By Kathy Boyer
Detroit Reporter

Domestic auto output was estimated at 178,455 last week, 3.54 percent more than the previous week's 172,348 and 3.68 percent better than the year-ago week's 172,116.

So far this year, according to unadjusted figures, 1,986,709 cars have been assembled, 0.45 percent below the 1,995,626 completed last year at this point.

Companies split last week's estimated production as follows: General Motors, 54.40 percent; Ford Motor Co., 22.78 percent; Chrysler Corp., 15.80 percent; Honda of America Mfg. Co., 1.89 percent; New United Motor Mfg., Inc., 1.82 percent; American Motors, 1.15 percent; Volkswagen of America, 1.12 percent, and Nissan Motor Mfg. Co., U.S.A., 1.04 percent.

As previously reported, production of the Chevrolet Chevette at GM's Lakewood (Ga.) plant has been suspended this week to adjust inventories. Assembly is expected to resume Monday (March 31).

GM scheduled no overtime Saturday (March 22).

Saturday overtime was slated at Ford's Wayne and Wixom (Mich.) plants.

Chrysler scheduled overtime Saturday its Jefferson Avenue (Detroit) plant.

Daily overtime is slated this week (March 24) for Chrysler's Newark, Del., and St. Louis (No. 2) plants.

Taurus/Sable line nears max; 140,000 orders backlogged

By Richard Johnson
Detroit Reporter

CHICAGO.—Taurus/Sable production at Ford Motor Co.'s Chicago assembly plant could reach full capacity this week, helping dealers keep up with a large sales backlog.

Supply continues to lag behind demand for the hot new intermediates, which Ford introduced in December. The company last week reported that the daily sales rate has increased from 352 in early January to 961 in early March.

Ford has 140,000 wholesale and retail orders for Taurus and Sable models that have not yet been built.

Late last week, the hourly line rate at Chicago had risen to 58. Plant manager Joe Bobnar said the scheduled production rate of 63 cars per hour could be achieved late this week, although no firm target date has been set.

Combined with output at Ford's Atlanta assembly plant, Chicago's contribution will bring production to an annual rate of 500,000. Atlanta began Taurus/Sable production last October and is also nearing the scheduled line rate of 63 per hour.

Louis Ross, executive vice president—Ford North American Automotive Operations, said allout production at Chicago will help the company meet "overwhelming demand" for the cars.

Ford executives expect demand to exceed supply for most of the year. As of March 1, the Taurus inventory was sufficient for 41 days, and the Sable inventory was 43 days. A 60-day supply of cars is considered optimum.

The scheduled hourly line rate is 18 percent higher than Ford maintained on its LTD line before the Chicago plant was modernized for Taurus/Sable late last year. Previous capacity at Chicago was 53 units per hour, or 209,000 vehicles annually. Since the plant was converted, employment at Chicago has increased from 2,750 to 3,000.

During brief remarks at the plant last week, Ross emphasized new high-tech manufacturing processes at the showcase Chicago plant and also cited new efficiencies in the car-development stages.

Since 1979, he said, Ford has cut its total engineering expenses by 28 percent and is aiming at improving "overall engineering productivity" by 8 percent a year through 1988.

He said engineering productivity gains are being achieved in large part through computerization. By 1988, he said, 60 percent of powertrain engineering, 65 percent of body engineering and 80 percent of chassis engineering will be handled by computer graphics.

Ford's car engineering offices are expected to be stocked with more than 5,000 microcomputers and word-processing work stations by the end of the decade.

AMC sets price of Jeep Wrangler

Prices of American Motors' new Jeep Wrangler will start at $9,899 for the base soft-top model. Also available are the Sport Decor at $10,620 and the Laredo hard top at $12,205.

Destination charges are $391, the same as for the Jeep Cherokee and Wagoneer series.

AMC is projecting that more than 50 percent of Wrangler buyers will choose the Sport Decor or Laredo models.

The Wrangler replaces the CJ-7 in the Jeep lineup. It goes on sale May 12.

Truck production near year's high

Last week's scheduled production of 75,750 trucks was just 0.41 percent—or 309 units—below the previous week's 76,059, which was the weekly high for the year.

The prior week's output was the highest since the week ended Dec. 14, when 83,892 units were assembled.

Last week's build was 9.35 percent more than the year-ago week's 69,270.

Year-to-date, 825,428 trucks have been assembled, 5.91 percent more than the 779,402 built last year at this time.

General Motors slated Saturday (March 22) overtime at the following plants: Janesville, Wis.; Flint (Nos. 1 and 2); and Moraine, Ohio, and Detroit.

Ford scheduled Saturday overtime at its Twin Cities and St. Louis plants.

Canadian output 8 pct. above '85

Canadian makers scheduled assembly of 25,672 cars last week, 6.01 percent more than the previous week's 24,217 and 23.63 percent more than the year-ago week's 20,766.

So far this year, 250,079 cars have been built, 8.08 percent ahead of the 231,393 completed last year at this time.

Truck makers pegged production at 19,641 units last week, down 1.70 percent from the previous week's 19,980, which was the highest build of any week so far this year.

Last week's output was 5.57 percent more than the year-ago week's 18,605.

So far this year, 217,416 trucks have been assembled, 4.21 percent more than the 208,637 built last year at this point.

CANADIAN CAR	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
AMERICAN MOTORS	120	609	74	242	2,753	1,442
FORD MOTOR	11,647	9,866	11,356	33,703	125,501	127,496
GENERAL MOTORS	13,680	10,072	12,562	39,484	100,574	118,650
VOLVO	225	219	225	674	2,565	2,491
Total Cars, Canada	25,672	20,766	24,217	74,103	231,393	250,079

U.S. TRUCK☆	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
CHEVROLET	25,103	23,242	26,990	77,699	264,453	286,937
DODGE	0	4,736	0	0	46,232	0
FORD	31,305	24,924	30,895	93,403	273,853	339,929
GMC	8,627	6,848	7,665	23,778	79,409	86,277
NAVISTAR	1,605	1,244	1,605	4,707	17,655	17,129
JEEP	4,250	4,400	4,314	12,698	47,062	51,820
NISSAN	2,410	2,106	2,132	6,577	27,698	16,564
AM GENERAL	50	50	50	150	580	572
MISCELLANEOUS	2,400	1,720	2,400	7,200	22,460	26,200
Total Trucks, U.S.	75,750	69,270	76,059	226,212	779,402	825,428

CANADIAN TRUCK	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
AMERICAN MOTORS	650	0	557	1,493	0	1,493
CHRYSLER	9,080	8,854	9,412	27,676	97,714	103,748
FORD	3,581	3,708	3,595	10,784	39,536	40,100
GENERAL MOTORS	6,120	5,780	6,204	18,395	68,768	69,938
NAVISTAR	210	263	212	633	2,619	2,137
Total Trucks, Canada	19,641	18,605	19,980	58,981	208,637	217,416
N. American Trucks	95,391	87,875	96,039	285,193	988,039	1,042,844

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended March 22, 1986	Week Ended March 23, 1985	Week Ended March 15, 1986	March to Date	Jan. 1, to March 23, 1986	Jan. 1, to March 22, 1986
AMERICAN MOTORS	2,050	3,716	2,069	5,949	22,272	12,580
Renault Total	2,050	3,716	2,069	5,949	22,272	12,580
Alliance	1,700	2,041	1,791	5,131	13,049	11,031
Encore	350	1,675	278	818	9,223	1,549
CHRYSLER CORP.	28,200	30,201	28,119	87,648	302,418	341,828
Plymouth Total	7,800	6,502	8,915	25,117	88,124	95,543
Horizon	3,000	3,004	3,640	9,666	30,140	35,695
Reliant	3,500	4,019	3,758	10,793	39,940	42,521
Caravelle	1,100	1,028	1,160	3,651	13,642	14,222
Gran Fury	200	451	357	1,007	4,402	3,105
Chrysler Total	9,300	10,306	8,353	28,530	102,452	122,189
LeBaron	2,200	2,374	2,453	6,846	27,706	29,885
LeBaron GTS	2,200	2,476	0	4,749	18,105	25,048
Laser	900	1,105	1,125	3,114	11,549	12,023
New Yorker/E-Class	1,400	1,438	1,530	4,738	17,082	17,640
Fifth Avenue	2,600	2,913	3,245	9,083	28,010	37,593
Dodge Total	11,100	11,393	10,851	34,001	111,842	124,096
Omni	3,000	3,216	3,666	9,836	32,326	36,417
Aries	2,900	3,140	3,389	9,356	30,536	31,080
Daytona	900	854	1,033	2,955	10,673	11,435
Dodge 600	1,800	1,439	1,863	5,690	17,358	19,494
Lancer	1,800	1,843	0	3,757	13,860	19,342
Diplomat	700	901	900	2,407	7,089	6,328
FORD MOTOR	40,652	28,526	38,351	119,826	416,369	415,733
Ford Division	28,070	19,602	26,643	82,935	274,539	283,683
Escort	9,053	4,447	8,254	26,267	69,778	93,650
Mustang	4,279	3,795	4,115	12,813	41,374	47,130
LTD	0	3,512	0	0	54,681	0
Taurus	6,791	0	6,314	19,340	0	52,157
Thunderbird	3,620	3,961	3,699	11,012	53,886	41,602
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,327	3,887	4,261	13,503	43,860	49,144
L-M Division	12,582	8,924	11,708	36,891	141,830	132,050
Mercury Total	8,302	5,421	8,024	24,663	101,433	87,994
Lynx	1,361	672	1,182	3,876	18,266	15,945
Capri	314	172	293	801	4,959	4,010
Marquis	0	1,357	0	0	25,217	0
Sable	3,118	0	2,909	8,971	0	25,046
Cougar	2,406	1,984	2,471	7,350	33,161	27,550
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,103	1,236	1,169	3,665	15,097	15,443
Lincoln Total	4,280	3,503	3,684	12,228	40,397	44,056
Continental	479	626	408	1,362	7,326	5,040
Lincoln	3,211	2,481	2,763	9,173	26,614	33,051
Mark VI/VII	590	396	513	1,693	4,457	5,965
GENERAL MOTORS	97,063	103,739	93,333	288,385	1,192,501	1,101,970
Buick Total	16,718	18,832	15,238	46,674	224,879	174,464
Skylark (X-car)	0	2,262	0	0	27,713	0
Skyhawk	1,830	1,853	1,844	5,397	24,737	20,623
Somerset/Skylark	2,030	3,176	2,162	5,991	29,877	22,435
Century	4,878	3,739	4,982	14,685	50,680	57,115
Regal	1,525	2,038	1,455	4,398	24,308	10,896
Estate Wagon (rwd)	368	1,982	364	1,096	31,274	3,136
LeSabre	3,510	0	2,488	8,707	0	23,941
Riviera	991	1,470	453	1,844	15,297	4,939
Electra	1,586	2,312	1,490	4,556	20,993	31,379
Cadillac Total	7,799	7,977	6,812	21,160	92,317	71,837
Cimarron	719	725	729	2,141	7,034	5,832
Seville	878	978	342	1,514	10,360	3,789
Eldorado	877	1,841	480	1,784	19,044	4,990
Cadillac (rwd)	2,040	1,054	2,036	6,069	13,027	18,792
DeVille (fwd)	3,285	3,379	3,225	9,652	42,852	38,434
Chevrolet Total	28,193	35,648	30,836	91,017	425,287	365,240
Chevette	2,320	3,054	2,407	7,640	38,838	29,022
Cavalier	8,815	10,931	8,526	26,260	115,448	105,680
Celebrity	7,573	5,638	7,647	22,861	69,717	75,376
Camaro	2,130	4,866	4,888	11,980	54,806	53,783
Citation	0	1,814	0	0	19,469	0
Monte Carlo	2,640	3,308	2,664	8,014	37,158	29,358
Chevrolet	3,915	5,031	3,900	11,869	79,930	66,413
Corvette	800	1,006	804	2,393	9,921	5,608
Oldsmobile Total	25,872	26,712	23,279	73,784	299,401	281,622
Firenza	1,340	1,763	1,377	3,910	18,100	12,595
Cutlass Supreme	4,195	4,444	4,249	12,680	46,607	51,419
Cutlass Ciera	5,120	7,995	5,114	15,332	93,713	72,114
88 (rwd)	480	4,056	459	1,289	57,287	5,916
88 (fwd)	8,563	0	6,276	22,442	0	67,238
Olds 98	2,710	3,107	2,698	7,972	34,082	33,078
Calais	2,770	4,264	2,765	8,837	38,234	35,733
Toronado	694	1,083	341	1,322	11,378	3,529
Pontiac Total	18,481	14,570	17,168	55,750	150,617	208,807
Acadian**	0	216	385	932	2,719	3,602
2000 Sunbird	3,162	3,293	3,063	9,419	33,467	34,118
1000	1,000	666	945	2,913	6,064	9,226
Firebird	2,297	2,717	2,655	7,598	29,694	30,499
6000	3,222	780	3,717	10,174	6,299	38,158
Parisienne	1,600	1,146	0	3,224	17,159	20,409
Fiero	2,400	2,393	1,576	7,319	25,665	21,144
Grand Am	4,800	3,359	4,807	14,171	27,550	51,651
HONDA	3,380	3,764	3,505	10,391	38,628	41,796
NISSAN	1,860	0	1,741	5,384	0	21,459
NUMMI*	3,250	70	3,250	9,750	335	30,980
VOLKSWAGEN	2,000	2,100	1,980	5,986	23,113	20,363
Total Cars, U.S.	178,455	172,116	172,348	533,319	1,995,636	1,986,709
Total Cars, Canada	25,672	20,766	24,217	74,103	231,393	250,079
N. American Cars	204,127	192,882	196,565	607,422	2,227,029	2,236,788
N. American Trucks	95,391	87,875	96,039	285,193	988,039	1,042,844
North American Cars and Trucks	299,518	280,757	292,604	892,615	3,215,068	3,279,632

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.